



RECEIVED

AUG 08 2002

Technology Center 2100

COPY OF PAPERS  
ORIGINAL FILED#2 w  
9.24.02

Please type a plus sign (+) inside this box



PTO/SB/81 (02-041)

Approved for use through 10/31/2002. OMB 0651-0035

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it display a valid OMB control number.

POWER OF ATTORNEY OR  
AUTHORIZATION OF AGENT

Application Number	09/655,759
Filing Date	09/05/2000
First Named Inventor	Jason Green
Title	Network methods for interactive advertising and direct marketing
Group Art Unit	2152
Examiner Name	
Attorney Docket Number	99992/00100

I hereby appoint:

☒ Practitioners at Customer Number

25223

Place Customer  
Number Bar Code  
Label here☐ Practitioner(s) named below:

Name	Registration Number

as my/our attorney(s) or agent(s) to prosecute the application identified above, and to transact all business in the United States Patent and Trademark Office connected therewith.

Please change the correspondence address for the above-identified application to:

☒ The above-mentioned Customer Number.

OR

☐ Practitioners at Customer NumberPlace Customer  
Number Bar Code  
Label here☐ Firm or  
Individual Name

Address

Address

City

State

Zip

Country

Telephone

Fax

I am the:

☐ Applicant/Inventor.☒ Assignee of record of the entire interest. See 37 CFR 3.71.  
Statement under 37 CFR 3.73(b) is enclosed. (Form PTO/SB/96).

## SIGNATURE of Applicant or Assignee of Record

Name

Jason Green

Signature

  
7/23/02

Date

NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below\*.

☐ \*Total of \_\_\_\_\_ forms are submitted.

Burden Hour Statement: This form is estimated to take 3 minutes to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Washington, DC 20231.

RECEIVED  
SEP 18 2002  
GROUP 3600

**STATEMENT UNDER 37 CFR 3.73(b)**Applicant/Patent Owner: Green et al.Application No./Patent No.: 09/655,759 Filed/Issue Date: Sep 5, 2000Entitled: Network methods for interactive advertising and direct marketingAdfluence, Inc., a corporation

(Name of Assignee)

(Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that it is:

1. ☒ the assignee of the entire right, title, and interest; or
2. ☐ an assignee of less than the entire right, title and interest.  
The extent (by, percentage) of its ownership interest is \_\_\_\_\_ %

in the patent application/patent identified above by virtue of either:

- A. ☒ An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel 11086, Frame 0948, or for which a copy thereof is attached.

OR

- B. ☐ A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as shown below:

1. From: \_\_\_\_\_ To: \_\_\_\_\_  
The document was recorded in the United States Patent and Trademark Office at Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy thereof is attached.
2. From: \_\_\_\_\_ To: \_\_\_\_\_  
The document was recorded in the United States Patent and Trademark Office at Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy thereof is attached.
3. From: \_\_\_\_\_ To: \_\_\_\_\_  
The document was recorded in the United States Patent and Trademark Office at Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy thereof is attached.

[ ] Additional documents in the chain of title are listed on a supplemental sheet.

- [ ] Copies of assignments or other documents in the chain of title are attached.

**[NOTE]:** A separate copy (*i.e.*, the original assignment document or a true copy of the original document) must be submitted to Assignment Division in accordance with 37 CFR Part 3, if the assignment is to be recorded in the records of the USPTO. See MPEP 302.08]

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.

7/23/02  
DateJason W. Green

Typed or printed name

Jason W. Green, CEO  
SignatureCEO

Title

RECEIVED

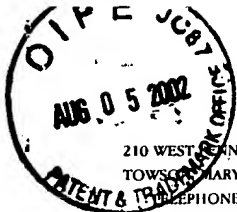
AUG 08 2002

Technology Center 2100

RECEIVED

SEP 18 2002

GROUP 3600



2152

**WHITEFORD, TAYLOR & PRESTON  
L.L.P.**

SEVEN SAINT PAUL STREET  
BALTIMORE, MARYLAND 21202-1626

410 347-8700  
FAX 410-347-9414  
www.wtplaw.com

1025 CONNECTICUT AVENUE, NW  
WASHINGTON, D.C. 20036-5405  
TELEPHONE 202 659-6800  
FAX 202 331-0573

1317 KING STREET  
ALEXANDRIA, VIRGINIA 22314-2928  
TELEPHONE 703 836-5742  
FAX 703 836-0265

20 COLUMBIA CORPORATE CENTER  
10420 LITTLE PATUXENT PARKWAY  
COLUMBIA, MARYLAND 21044-3528  
TELEPHONE 410 884-0700  
FAX 410 884-0719

JEFFREY C. MAYNARD  
DIRECT NUMBER  
410-347-9496  
jmaynard@wtplaw.com

COPY OF PAPERS  
ORIGINALLY FILED

July 25, 2002

RECEIVED  
AUG 08 2002  
Technology Center 2100

Box: USPTO  
Commissioner for Patents  
Washington, DC 20231

**Re: U.S. Patent Application of Jason GREEN et al. for "Network  
Methods For Interactive Advertising And Direct Marketing",  
Serial No.: 09/655,759;  
Filed: September 5, 2000;  
Our Docket No.: 11013/00001**

Honorable Commissioner:

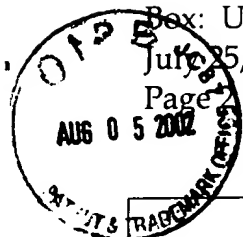
Enclosed for filing in the above-referenced application, please find the following:

1. Power of Attorney.
2. Statement Under 37 CFR 3.73 (b).
3. Our post card. Please date stamp and return.

Respectfully submitted,

Jeffrey C. Maynard  
Reg. No. 46,208

Enclosures



Box: USPTO  
July 25, 2002  
Page

COPY OF PAPERS  
ORIGINALLY FILED

RECEIVED

AUG 08 2002

Technology Center 2100

## CERTIFICATE OF MAILING

I HEREBY CERTIFY that the above-referenced documents relating to Application Serial No. 09/655,759 are being deposited with the United States Postal Service with sufficient postage as First Class Mail on the date indicated below and in an envelope addressed to:

Box: USPTO, Commissioner for Patents, Washington, DC 20231.

By: Jeffrey C. Maynard

Print Name: Jeffrey C. Maynard

Date: July 25, 2002

RECEIVED

SEP 18 2002

GROUP 3600